

Rep Order# 6830029 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 103698 Printed: 06/28/2012 10:22 AM
EC'd Yes Last Received: 06/27/2012 6:57 AM

1 of 5

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DEITORRE
Phone# Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P/I/P2/E //30S
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

BERKLEY FOR SENATE -30S WEEK 5 SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	TU-F		430A-459A		:30	\$50.00	10/02-10/05	4	1	4	\$200.00	
2	M		430A-459A	Buyline Comment: NEWS	:30	\$50.00	10/08-10/08	1	1	1	\$50.00	
3	M		5A-6A		:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
4	TU-F		5A-6A	Buyline Comment: NEWS	:30	\$200.00	10/02-10/05	4	1	4	\$800.00	
5	TU-F		6A-7A	Buyline Comment: NEWS	:30	\$300.00	10/02-10/05	8	1	8	\$2,400.00	
6	M		6A-7A	Buyline Comment: NEWS	:30	\$300.00	10/08-10/08	2	1	2	\$600.00	
7	M		7A-9A	Buyline Comment: TODAY	:30	\$400.00	10/08-10/08	3	1	3	\$1,200.00	
8	TU-F		7A-9A	Buyline Comment: TODAY	:30	\$400.00	10/02-10/05	12	1	12	\$4,800.00	
9	TU-F		12P-1230P	Buyline Comment: NEWS	:30	\$175.00	10/02-10/05	4	1	4	\$700.00	
10	M		12P-1230P	Buyline Comment: NEWS	:30	\$175.00	10/08-10/08	1	1	1	\$175.00	

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Showing Buylines: All Lines

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LT In Day Time Program
--- --- --- --- ---

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart
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11 M 9A-10A
Buyline Comment: TODAY II

:30 \$175.00 10/08-10/08 1 1 1 \$175.00

12 TU-F 9A-10A

:30 \$175.00 10/02-10/05 4 1 4 \$700.00

13 TU-F 9A-10A
Buyline Comment: TODAY II

:30 \$200.00 10/02-10/05 4 1 4 \$800.00

14 M 3P-4P
Buyline Comment: PHIL

:30 \$200.00 10/08-10/08 1 1 1 \$200.00

15 M 430P-5P
Buyline Comment: NEWS

:30 \$300.00 10/08-10/08 1 1 1 \$300.00

16 TU-F 430P-5P
Buyline Comment: NEWS

:30 \$300.00 10/02-10/05 4 1 4 \$1,200.00

17 TU-F 4P-430P
Buyline Comment: NEWS

:30 \$300.00 10/02-10/05 4 1 4 \$1,200.00

18 M 4P-430P
Buyline Comment: NEWS

:30 \$300.00 10/08-10/08 1 1 1 \$300.00

19 M 5P-630P
Buyline Comment: NEWS

:30 \$450.00 10/08-10/08 2 1 2 \$900.00

20 TU-F 5P-630P
Buyline Comment: NEWS

:30 \$450.00 10/02-10/05 8 1 8 \$3,600.00

21 TU-F 730P-8P
Buyline Comment: FACE

:30 \$225.00 10/02-10/05 4 1 4 \$900.00

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Salesperson Phone#	215-568-6540	
Salesperson FAX#	215-568-1845	

—SALES MONTHLY TOTALS—

Oct 12: 120 / \$37,775.00

Sales Totals: 120 / \$37,775.00

Station Totals: 120 / \$37,775.00

Lines not sent/rclid/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	CATV	KBLR	KINC	KLAS	KSNV
\$188,875	0%	0%	0%	32%	20%
KTMV	21%	RTUD	RVCW	KVNU	25%
XXXX	0%				

—COMPETITIVE COMMENTS—
NEW ORDER

EST SHARES BASED ON 4 WEEKS OF BUYS. BOTH KVCW & KVMY RECEIVED LESS THAN 1%, BUT I CANNOT REPORT LESS THAN 1%

Books NOV12
Demos RA35+